

What is claimed is:

9b
A17
1. A method for associating a chosen information unit with a given information unit

comprising:

automatically determining a content data of the given information unit; and

automatically selecting the chosen information unit as a function of the content data of the given information unit.

2. A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit;

comparing the content data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said step of comparing the content data of the given information unit to the content data of the candidate information unit.

3. A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit;

automatically comparing the content data of the given information unit to the content data of the candidate information unit; and

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the content data of the given information unit to the content data of the candidate information unit.

4. The method of claim 3, further comprising:

after determining the content data of the candidate information unit, placing the candidate information unit in a look-up tree according to the content data of the candidate information.

5. The method of claim 4, wherein:

automatically comparing the content data of the given information unit to the content data of the candidate information unit comprises traversing the look-up tree.

6. The method of claim 4, wherein:

the structure of the look-up tree includes the content data of the candidate information.

7. The method of claim 4, wherein:

the given information unit is available on the Internet.

8. The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

incorporating the content data into the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

9. The method of claim 3, wherein:

determining the content data of the candidate information unit includes:

collecting the content data of the candidate information unit;

linking the content data to the candidate information unit; and

storing the candidate information unit and the content data of the candidate information unit.

10. The method of claim 3, wherein automatically determining the content data of the given information unit includes:

searching the given information unit;

indexing the given information unit to produce an indexed data; and

performing a relevancy ranking on the indexed data.

11. The method of claim 7, wherein automatically determining the content data of the given information unit includes:

searching the given information unit;

indexing the given information unit to produce an indexed data; and

performing a relevancy ranking on the indexed data.

12. The method of claim 10, wherein:

the given information unit is available on the Internet.

13. The method of claim 11, wherein:

the given information unit includes a page of content on the World Wide Web.

14. The method of claim 11, wherein:

the candidate information unit includes an advertisement to be displayed to a user.

15. The method of claim 3, wherein:

determining a content data of the given information unit further includes:

selecting a key word;

counting a number of occurrences of the key word; and

ranking the key word according to the number of occurrences of the keyword.

16. A method for associating a chosen information unit with a given information unit comprising:

automatically determining a user computer system data; and

selecting a chosen information unit as a function of the user computer system data.

17. The method of claim 12, further comprising:

accessing a user computer system through a user Internet connection;

querying the user computer system to determine a user computer system data; and

returning the user computer system data through the user Internet connection;.

18. The method of claim 3, wherein:

the given information unit includes a user-input information.

19. The method of claim 14 further comprising:

obtaining a user-input information; and

incorporating the user-input information into the content data of the given information unit.

20. An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for associating a chosen information unit with a given information unit, the method comprising:

automatically determining a content data of the given information unit; and

automatically selecting a chosen information unit as a function of the content data of the given information unit.

21. An article comprising a storage medium including a set of instructions, said set of instructions capable of being executed by a processor to implement a method for selecting a candidate information unit for linking to a given information, the method comprising:

determining a content data of the candidate information unit;

automatically determining a content data of the given information unit; and

automatically comparing the content data of the given information unit to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said step of automatically comparing the content data of the given information unit to the content data of the candidate information unit.

22. A method for selecting a candidate information unit for linking to a given information unit comprising:

determining a content data of the candidate information unit;

comparing two of a content data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit;

selecting the candidate information unit for linking to the given information unit as a function of said step of comparing two of a content data of the given information unit, a user computer system data, and a user input data to the content data of the candidate information unit.

23. The method of claim 4 wherein:

the candidate information unit includes an advertisement to be displayed to a user.

24. The method of claim 4 wherein:

the look-up tree includes at least one folder and at least one sub-folder.

25. A computer system comprising:

a server;

a given information unit;

a candidate information unit coupled to said server and said given information unit, said server adapted to

determine a content data of the candidate information unit,

automatically determine a content data of the given information unit,

automatically compare the content data of the given information unit to the content data of the candidate information unit to create a comparison result; and

三

‘

THE UNIVERSITY OF CHICAGO